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April 4, 2012

Santa Cruz City Council
 809 Center Street
 Santa Cruz, CA 95060

Subject: City of Santa Cruz Climate Action Plan

Mayor and Council Members,

We are writing to voice our support of the goals outlined in the Final Draft of your Climate Action Plan. We are impressed with the amount of work that has gone into this effort, and the level of community outreach and involvement. We encourage you to adopt the Climate Action Plan, in light of the further discussion below.

Implementation of a Plan such as this is a challenge for all of us. The Climate Action Plan, in Chapter 9, page 104, states the Plan's author's have "searched for opportunities to establish incentives and partnerships to meet our goals rather than institute new regulations that require compliance by our businesses and residents" (emphasis added). We question this approach. Incentives are important but not enough. Not only are regulations called for when implementing policy direction, they also can create clarity for all persons, including developers. Although there is always some uncertainty during discretionary project review, regulations can provide a better understanding for persons designing projects, both public and private. We encourage you to enhance implementation of this plan going forward with General Plan changes as well as code changes derived therefrom.

We strongly recommend that the CAP's Appendix of Action include more precise direction, as opposed to the current general guidance. A project oriented approach depends upon specific funding for individual projects, whereas a regulatory approach assures compliance as infrastructure is redeveloped over time. Using Chapter 5 of the CAP's Appendix of Action as an example, we recommend that additional actions be added to the Measure of doubling bike ridership, as follows:

- Require bike lanes on all redeveloped arterial streets.
- Review unused rights of way along arterial streets for reclamation, to alleviate road width-related impact to bicycle travel, and reclaim appropriately identified rights of way.

The Appendix of Action has almost no mention of enhanced opportunities for pedestrians. As every trip begins and ends on foot, we do not understand this oversight. Other than a brief

mention of enhancing walk to school opportunities, no actions are proposed with regard to pedestrian enhancement. We recommend that the following additions be made to the Actions:

- Create pedestrian pathways along bus routes to ensure easy and safe access for pedestrians to bus stops.

As the City is currently undertaking a major revision and review of its General Plan, true support of this Climate Action Plan should be reflected in this General Plan revision. The fortuitous timing of adopting this Climate Action Plan during the revision of the General Plan should be exploited, and the goals of the Climate Action Plan should be reflected in changes to the General Plan.

Another aspect of linking this CAP to other City documents includes reflecting the mandates of the CAP with regard to the City's Capital Improvements Plan. Budgeting for Public Works projects should proportionately reflect the goal of reduced car usage and increased bicycle trips. We recommend that the City reflect this goal in actual budget allocations for bicycle use enhancements.

In the present absence of regulatory and General Plan implementation of the Climate Action Plan, we recommend that you direct City Staff to provide regular reports (preferably monthly or quarterly) on implementation of the Climate Action Plan.

In sum, we request that you:

1. Adopt the Climate Action Plan, with enhancements to the Appendix of Action as discussed above.
2. Direct staff to provide regular reports on implementation of the Plan.
3. Reflect the goals of the Climate Action Plan and its actions as seen in the Appendix of Action into specific General Plan guidance, and promulgate regulations which implement that guidance.

Thank you for your consideration.

Yours Sincerely,



Michael Guth